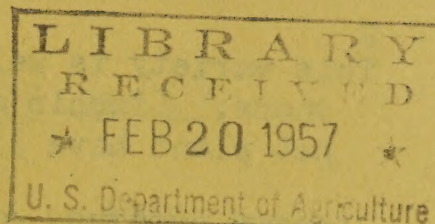


62

Ch

FLEMING'S FLOWER FIELDS  
Growers and Hybridizers of Fine Perennials  
3100 Leighton Ave. Lincoln 3, Nebraska



1957 SPRING TRADE LIST

Those of you that have been receiving our lists previously have learned to expect them to contain a top notch assortment of perennials. We have strived to again assemble this sort of collection. Included are several brand new introductions which are Fleming "exclusives". We wish to thank most sincerely, our customers and friends for their continued patronage and interest. We will do our utmost to warrant your loyalty.

"MODERN MUMS FOR 1957"

DUNESAND (University of Nebraska - Glenn Viehmeyer) An extremely vigorous grower producing myriads of 2-2½" double flowers in clusters on long stems. The color is an unusual one, which blends with any tone, being a soft fawn yellow. Strong, upright 30-36" plants. Early mid-season.

GOLD RIBBON (Uni. of Nebr. - Viehmeyer) A splendid new cushion variety which derives its name from the appearance created when planted in a row along a border or driveway. Plants 12-15" high and 20-24" across are covered with very double deep gold to light orange flowers with darker centers.

GOLDEN NUGGET (Fleming) A seedling of "Copper 'n' Gold" with neat mound-like habit. Compact 12-15" plants and up to 30" across are smothered with fully double amber-gold flowers. Blooms from Sept. 20th on. Quantity limited this year.

LOVELY LASS (Fleming) Symmetrical 12-15" bushy plants covered with fully double orchid lavender flowers. A splendid new cushion with a color which blends well with other colors.

PRAIRIE SUNSHINE (Viehmeyer - Uni. of Nebr.) A truly spectacular variety which promises to be one of best early sorts. Huge mound-shaped plants 24" high and 36" across with fully double bright yellow 3-4" flowers are a sight to behold. Blooms from early season to late. Quantity very limited.

TINY RUBIES (Fleming) Hundreds of 1" stiff textured glowing ruby red daisies with glistening gold centers completely blanket sturdy globular plants 10-12" high and up to 26" across.



This variety is well adapted for use as a pot plant for sale in flower shops. Lincoln and Omaha florists to whom it has been offered as pot plant have liked it very much.

ROOTED CUTTINGS OF THE ABOVE SIX SORTS - \$1.80 per 10,  
\$15.00 per 100.

#### Fleming Introductions

COPPER 'N' GOLD (Donaldson - Fleming) Attractive, close-knit 10-12" plants which spread up to 30" across, covered with blooms till killing frosts. The buds are a glowing orange-red which open to bright golden flowers with darker centers. Cooler weather causes flower to take on coppery hues. This variety continues to be a cross-country favorite.

Rooted Cuttings \$1.00 per 10, \$8.00 per 100.

FLEMING'S FIREBIRD (New, 1956) Solid, fully double three inch flowers of a bright fiery red-bronze shade with rusty-bronze reverse cover attractive 15-18" upright plants from early Fall on. During its years of trial it never failed to bloom among the very earliest of all mums.

Rooted cuttings \$1.40 per 10, \$12.00 per 100.

PUMPKIN POM (1955) Glistening pumpkin-orange 2-3" fully double flowers on strong upright 26-30" plants. An excellent, extremely frost tolerant cut flower variety.

Rooted cuttings \$1.00 per 10, \$8.00 per 100.

#### University of Nebraska Introductions (Viehmeyer)

KIOWA (1955) Long stemmed, heavy clusters of bright orange-red pompons borne in profusion beginning in late September on 30" plants. Flowers are very frost tolerant. Beautiful dark green foliage. Excellent for cutting. Rooted cuttings - \$1.10/10, \$9.00/100.

LESHARA - Sprays of mulberry red flowers with old rose over-tones. An excellent cut flower which is extremely frost and freeze tolerant. Late September.

Rooted cuttings \$0.85 per 10, \$7.00 per 100.

WHITE CLOUD - Fully double 3-5" flowers of pure white with creamy centers produced in profusion on 28-36" plants. Acclaimed by mum growers across the country as the best early white garden and cut flower mum. Early September.

Rooted cuttings \$0.85 per 10, \$7.00 per 100.



## GENERAL LIST OF "MODERN MUMS"

|  | <u>Rooted cuttings</u> |                |
|--|------------------------|----------------|
|  | <u>per 10</u>          | <u>per 100</u> |
| ADORABLE (Lehman, 1956) An outstanding pink garden mum. Early blooming, large flowered salmon-pink. Long strong stems for cutting.   | \$1.10                 | \$9.00         |
| ANCASTER BRONZE (Emberley) Large fully double shining salmon-bronze flowers on husky 24" plants. One of frost tolerant sorts. Mid-season cut flower.   | 1.00                   | 8.00           |
| ANCASTER GYPSY (Emberley) Another favorite cut flower sort from A. F. Emberley, the originator of Evangeline. Medium sized orange-bronze poms with red-bronze centers in clusters on long stems. Very frost tolerant mid-season variety. | 1.10                   | 9.00           |
| ARLORA (De Petris) Perfectly formed stiff petaled large soft yellow pompons on long stiff stems. A superb late season cut flower variety.  | 1.00                   | 8.00           |
| BRIGHT EYE - A distinctive cut flower variety from England. Stiff petaled buttons of bright lemon yellow with orange-red centers. Fine frost tolerant cut flower. Mid-season to late. 24" plants.  | 1.00                   | 8.00           |
| CREAMPUFF (Cunningham, 1956) Light yellow sort of Powderpuff. Low plants forming a sheet of light yellow flowers. September 15th.  | 1.20                   | 10.00          |
| CROWNING GLORY (Lehman) An improved early form of Beacon. Large double coral-apricot to nasturtium orange flowers borne in clusters on long stems for cutting. Late September.   | 1.10                   | 9.00           |
| DELIGHT (Lehman) Clusters of perfectly formed gold pompons. Excellent early season cut flower.   | 0.85                   | 7.00           |
| EARLY CRIMSON (Lehman) Stately, upright plants with bright crimson pompon flowers. Early season.   | 0.85                   | 7.00           |
| EARLY KATHLEEN (Lehman) Coppery bronze fully double flowers which are identical to Kathleen Lehman but are larger and 2-3 weeks earlier.   | 1.10                   | 9.00           |
| EVELYN DEVANEY (Lehman, 1956) A fine fully double soft shell pink. Nicely shaped solid flowers on sturdy plants. Mid-season. Lovely pastel shade.  | 1.20                   | 10.00          |
| FOOTBALL BRONZE (Lehman, 1955) Perfectly formed incurving flowers of a rich bronze which resemble  |                        |                |



|   | <u>Rooted cuttings</u> | <u>per 10</u> | <u>per 100</u> |
|---|------------------------|---------------|----------------|
| greenhouse grown "Football" mums in form. Strong upright plants. Late September.  |                        | \$1.10        | \$9.00         |
| GEORGE LUXTON (Lehman, 1955) Large (3-4") flowers, fully double stiff petals of a beautiful soft bronze hue. Strong upright plants with numerous base branches. Fine stems for cutting. |                        | 1.10          | 9.00           |
| HONEYCOMB (Yoder) Formal bushy 24" plants loaded with yellow buttons with coppery overtones. Excellent late September cut flower.   |                        | 0.85          | 7.00           |
| JESSAMINE WILLIAMS (Kraus, 1956) Early free flowering double white flowers with tubular petals which end with small spoon tips. 24" plants.   |                        | 1.20          | 10.00          |
| NEW MARJORIE MILLS (Bristol, 1955) A new super-cushion. 18-22" mounds of rich ruby red flowers. Early to mid-season bloomer.  |                        | 1.20          | 10.00          |
| PATRICIA LEHMAN (Kraus) Large recurring, feathery blooms of sparkling geranium pink with peach centers. Mid-season. 24-30" plants.  |                        | 1.00          | 8.00           |
| PURPLE WATERS (Lehman, 1956) Large, 3-4", fully double flowers of a glowing deep purple. A fine early bloomer with husky 24-30" plants.   |                        | 1.20          | 10.00          |
| REVERENCE (Kraus) Extremely large fully double blooms of light chamois yellow borne individually on long stems. Bloom early in September.   |                        | 1.10          | 9.00           |
| ROMANCE (Dunham, 1954) Very double reflexed 6" flowers of warm pink with salmon shading. October.   |                        | 1.40          | 12.00          |
| SARASOTA (De Petris) Medium sized pompons of golden yellow on long stems. Early October.  |                        | 0.85          | 7.00           |
| SNOW SPOON (Kraus, 1954) The best white spoon now in the trade. Resembles a large semi-double shasta daisy with pure white tubes and spoon tips. Fine early season cut flower.          |                        | 1.10          | 9.00           |
| WHITE TOWER (Bécker) A superb white pompon. Sprays of perfect ball shaped blooms on long stems.   |                        | 0.85          | 7.00           |
| YELLOW ERMINE (Schnake) A lovely yellow sort of Erminé. Clusters of ball shaped flowers. Excellent long stemmed cut flower variety.   |                        | 0.85          | 7.00           |



# ORDER BLANK

FLEMING'S FLOWER FIELDS  
 Growers of Fine Perennials  
 3100 LEIGHTON AVE., LINCOLN 3, NEBR.

FIRM NAME

Date

Our No.

ADDRESS

Your No.

Terms

CITY AND STATE

Date of Shipment

Mode of Shipment

| Quantity | Variety | Grade | Price | Amount |
|----------|---------|-------|-------|--------|
|----------|---------|-------|-------|--------|

## TERMS OF SALE

Orders with order please - unless credit arrangements are made  
 Cash in advance. No C.O.D. orders, please.  
 Orders for plants accompanied by cash which  
 will be held subject to our delivery and not to a  
 return. For example, if a customer orders plants  
 and order received by January 1st, you may expect the plants  
 around this date and until the plants  
 are shipped. This is of a kind - 1/2 inch 1/2 inch  
 plants order - 1/2 inch  
 Plants will be shipped by express to Lincoln, Neb., unless other-  
 wise indicated. We recommend parcel post, special handling  
 for small orders because of high express charges. Please  
 note that additional charges for postage, any excess will be re-  
 funded immediately after payment is made.  
 The plants will be shipped with delivery of plants in good condi-  
 tion to the shipping agency. In the event, however, of poor  
 plants, please notify us at once and we will replace them.

See Terms of Sale on Reverse Side



Mum cuttings ready February 15th to June 1st.

Hardy Asters and other perennials ready March 1st to June 1st.

### 35 m.m. COLORED SLIDES

Nurserymen and florists are often asked by local Garden Clubs to provide programs. Such appearances are excellent sales and good will builders and should be made if at all possible. The most popular program is one which includes colored slides or movies. We have a number of sets of colored slides of Mums and other perennials which we have been loaning to garden clubs for several years. We now have enough sets so that we can offer them to fellow nurserymen for use at club meetings on a limited scale. The only cost to you is the postage. Please make requests well in advance of desired showing date in order to avoid disappointment.

### TERMS OF SALE

1. Cash with order please - unless credit arrangements are made prior to shipment. No C.O.D. orders, please.
2. Early Orders - Orders for cuttings accompanied by cash which allow us two months in which to make delivery are subject to a 10% discount. For example, if cuttings are required March 15th and order reaches us by January 15th, you may deduct 10% from amount. This does not apply to field plants.
3. Minimum quantity - 10 of a kind - 25 take 100 rate.
4. Minimum order - \$4.00.
5. Shipments made by express F.O.B. Lincoln, Nebr., unless otherwise stipulated. We recommend parcel post, special handling for small orders because of high minimum express charge. Please make additional remittance for postage, any excess will be refunded immediately after shipment is made.
6. Our responsibility ends with delivery of plants in good condition to forwarding agency. In the event, however, of poor shipment, please notify us at once and file report with express agency.



## HARDY ASTERS

A splendid plant group which is becoming increasingly popular for the modern varieties listed below are much improved over older sorts. Order early to avoid disappointment.

|   | <u>Rooted cuttings</u> | <u>per 10</u> | <u>per 100</u> |
|---|------------------------|---------------|----------------|
| CLARITY (Bristol Nurseries, 1954)   | The finest white.      |               |                |
| Semi-double 2" blooms on 24-30" upright plants.   |                        | \$1.20        | \$10.00        |
| ERMA (Wayside) Rounded 15-18" plants are covered semi-double orchid purple flowers.   |                        | 1.00          | 8.00           |
| EVENTIDE - This variety continues to be a leader in popularity with our visitors. Large semi-double to almost double blooms of gentian blue-purple on nicely shaped 30" plants.                                 |                        | 0.80          | 6.50           |
| RADAR (Bristol, 1955) A splendid new red variety with flowers a bit larger and brighter in color than the famous variety, Winston Churchill. An exciting currant red shade. Compact 18-24" plants.              |                        | 1.40          | 12.00          |
| RED STAR (New, 1955) A new Novae-Angliae (New England) Aster which has been recently imported from Europe. Large flowers of a deep carmine-rose shade. A fine companion for Harrington's Pink. Bushy 36" plant. |                        | 1.20          | 10.00          |
| TAPESTRY - A newcomer recently imported from England. Large semi-double flowers of a lovely pastel pink shade on upright 30" plants. Quantity limited.  |                        | 1.40          | 12.00          |

## NEW DWARF HARDY ASTERS

|  | <u>Rooted cuttings</u> | <u>per 10</u> | <u>per 100</u> |
|--|------------------------|---------------|----------------|
| CAMEO (New, 1954) Sturdy, shapely 15" plants bearing a profusion of opalescent pink flowers.           |                        | 1.10          | 9.00           |
| PACIFIC AMARANTH - Compact 12" plants blooming from early Sept. to mid-October. Amaranth-violet.       |                        | 0.85          | 7.00           |
| PERSIAN ROSE (New, 1954) Nicely shaped, sturdy 12-15" plants covered with bright persian rose flowers. |                        | 1.10          | 9.00           |
| VIOLET CARPET - Compact masses of violet blue flowers on 10-15" plants. Early blooming.                |                        | 0.85          | 7.00           |



## CARNATIONS AND PINKS

|  | <u>Rooted cuttings</u> | <u>per 10</u> | <u>per 100</u> |
|--|------------------------|---------------|----------------|
| APPLEBLOSSOM (Wayside Gdns-New) Beautiful large double soft apple-blossom pink.  |                        | \$1.40        | \$12.00        |
| BEATRIX - An everblooming cluster or "mule" pink with countless stems of bright pink flowers from June until fall.   |                        | 0.85          | 7.00           |
| CANDYSTICK - A new variegated sort. Soft rose pink flowers with deep rose blotches.  |                        | 1.30          | 11.00          |
| KISS OF FIRE - One of the most striking garden carnations. Attractive 12-15" plants with double firey scarlet blooms.  |                        | 1.10          | 9.00           |
| LACY LASS (New) A quaint laced sort with maroon edges and blotches overlying white petals. Ours is the first wholesale offering of this sort. Quantity very limited this year. |                        | 2.00          | 17.50          |
| MOON MIST (new) Large fragrant double white carnations. Attractive 12-15" plants.  |                        | 1.30          | 11.00          |
| PINK PRINCESS (New, 1956) A lovely bright rose pink double clove pink which was introduced by the U.S.D.A. last year.  |                        | 1.20          | 10.00          |
| SPOTLIGHT (New) A striking new sort developed from Dianthus Wallace Red with larger, more double flowers than its parent of glowing crimson-vermillion shade.                  |                        | 1.00          | 8.00           |

SELECTED CHOICE HARDY PERENNIALS

|   | <u>Rooted cuttings</u> | <u>per 10</u> | <u>per 100</u> |
|---|------------------------|---------------|----------------|
| CARYOPTERIS BLUE MIST (Blue Spirea) Myriads of clusters of powder blue flowers on long stems from August to late Sept. Bush 24" plants. |                        | 0.75          | 6.00           |
| GAILLARDIA ATTRACTION (Bristol, 1955) An excellent new large flowered sort. Butterscotch yellow flowers with reddish flush at center.   |                        | 1.00          | 8.00           |
| GAILLARDIA THE WARRIOR (New) Large ruby red daisies overlaid mahogany. Splendid summer cut flower. Plants sell on sight in bloom.       |                        | 0.75          | 6.00           |

LYTHRUMS

|   |  |      |      |
|---|--|------|------|
| Colorful stately border plants blooming almost continuously throughout summer months. Does well everywhere. |  |      |      |
| DROPMORE PURPLE - Long spikes of fuchsia purple.  |  | 0.75 | 6.00 |



| LYTHRUMS (Cont.)                       |   | <u>Rooted cuttings</u> | <u>per 10</u> | <u>per 100</u> |
|--|---|------------------------|---------------|----------------|
| MORDEN'S GLEAM (New 1954)              | Bushy 24-30" plants with spikes of bright carmine-rose blooms.  |                        | \$0.75        | \$6.00         |
| MORDEN'S ROSE (New, 1955)              | The latest of the Morden varieties. Rich rose red flower spires. Starts blooming about 10 days later than others. |                        | 0.85          | 7.00           |
| PROLIFIC                               | - A lovely new variety with persian rose flowers. A shade deeper than Morden's Pink.                              |                        | 0.75          | 6.00           |
| ROBERT                                 | - A nation-wide favorite. Compact bushy 18" plants with spikes of bright fuchsia-rose.                            |                        | 1.00          | 8.00           |
| MONARDA CROFTWAY PINK                  | - A lovely new clear pink variety of Bergamont. Good summer bloomer.  |                        | 0.75          | 6.00           |
| PHLOX GLABERRIMA BUCKEYE (New)         | Attractive 12-15" plants loaded with globular heads of rosy-purple flowers in late May and early June.            |                        | 1.20          | 10.00          |
| PHLOX SUFFRUTICOSA REINE DU JOUR (New) | An early summer bloomer. Upright 2 ft. plants. White flowers with red eyes.                                       |                        | 1.20          | 10.00          |
| PHLOX STOLONIFERA BLUE RIDGE           | - Creeping plants covered with clusters of bright blue flowers. A splendid new May flowering rock plant.          |                        | 1.20          | 10.00          |
| PHLOX SUBULATA INTENSITY (New, 1955)   | A striking new early spring flowering creeping Phlox. Dark green foliage, brilliant cerise flowers.               |                        | 1.30          | 11.00          |

### VERONICAS

One of the most useful plant groups which is becoming more popular with the introduction of the new pink sorts.

|                       |   |      |       |
|-----------------------|---|------|-------|
| BARCAROLE (New, 1955) | Compact grower with spikes to 10" tall of bright rosy violet.                     | 1.20 | 10.00 |
| BLUE CHAMPION         | - Tall spikes of bright blue flowers during summer months.                        | 0.85 | 7.00  |
| ICICLE                | - Another newcomer, attractive spikes of pure white flowers in summer months.     | 0.85 | 7.00  |
| MINUET (New, 1955)    | Attractive grey-green foliage mats with spikes of soft pure rose pink. 18" stems. | 1.10 | 9.00  |
| PAVANNE (New, 1955)   | Lovely spires of bright pink blooms 15-18" high.                                  | 1.10 | 9.00  |
| SUNNY BORDER BLUE     | - New semi-dwarf type with spikes of deep blue flowers. Everblooming.             | 1.00 | 8.00  |



BULK RATE

MODERN MUMS  
Growers of Fine Perennials  
Fleming's Flower Fields  
3100 Leighton Ave.  
Lincoln 3, Nebraska